WEB 2.0 SOFTWARE TOOLS: PRACTICAL APPLICATION FOR SME / SMI

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ABSTRACT

Web 2.0 is a term often applied to a perceived ongoing transition of the World Wide Web from a collection of websites that just published information to a full-fledged computing platform serving web applications to end users or the enterprise. Eventually Web 2.0 services are expected to replace desktop computing applications for many purposes.

Interactivity is clearly a dominant Web 2.0 theme. The second main area of Web 2.0 applications is "social networking". A third main area is "tagging", and finally "web service". Web 2.0 applications are very popular now as can be seen in the Internet. For example, technologies such as Blogs, Wikis, Ajax, Mashups, and websites such as flickr.com, Google map, zimbra.com, tadalist.com, del.icio.us, Yahoo 360, and many others.

Many proponents of Web 2.0 believed that Web 2.0 applications would adapt to the Enterprise soon. Many web companies around the world are putting effort in making it happen by developing various web applications that could actually help for the Enterprise.

In this paper we introduce some of the well-developed next generation Web 2.0 applications to be used in the Enterprise, especially SME or SMI. We introduce, compare and study these next generation tools to see if they are practically applicable and bring beneficial for the Enterprise.

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CHAPTER ONE: INTRODUCTION

1.1 Background of Study

Web 2.0, a phrase coined by O'Reilly Media in 2004, refers to a supposed second generation of Inter-based services – such as social networking sites, wikis, communications tools, and folksonomies – that emphasize online collaboration and sharing among users. O'Reilly Media, in collaboration with MediaLive International, used the phrase as a title for a series of conference and since 2004 it has become a popular buzzword among technical marketing communities. (Wikipedia)

As define by O'Reilly, Web 2.0 is the network as platform, spanning all connected devices; and also "architecture of participation", a constellation made up of links between web applications that rival desktop applications, the blog publishing revolution and self-service advertising. Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an "architecture of participation," and going beyond the